

INTRODUCTION TO PRACTICAL CASE STUDY

Vodka Eristoff





Organization for KEDGE PARIS (46 students)

1 - Compose your groups : **DONE**

2 - **Online FAQ, Monday 5th of Feb 2024** => Feel free to ask any question, any blocking points in your analysis.

3 - Send your group deck (in pdf) by email to Tristan.Gerbouin@nielseniq.com **by Wednesday 7th of February 11.59pm**

4 - Oral Group presentation the **12th of February : 15min by group + 5min of debriefing** (please remember to bring a special plug to be able to project if you are using a Mac)

=> all groups will need to present on their registered schedule.

=> All participants will need to attend the **global Debriefing at 12 am**

The Brief



You just get recruited as as **ERISTOFF** Brand owner for **BACARDI MARTINI** company.

Your Marketing director requested a Category review, for whole **VODKA** category..

As you lack of background on this category, you will have to perform an **indepth analysis on the whole category and its brands.**

- What are the opportunities on the category? What is ERISTOFF status versus its competitors, at total VODKA and segments level (NATURE and ARO) ?
- What are ERISTOFF successes? errors across the 2 last years?

We are suggesting to analyze the NielsenIQ data set, following the analytical pathway (on both Scantrack and Homescan)

- Understand the VODKA category segments : NATURE and ARO.
- Analyze the ERISTOFF portfolio within the category and versus the competitors

When completing this analysis step (15 Slides), you will be able to build a synthesis, including:

- **SCQA**
- **SWOT** analysis
- Your recommendations regarding **short term action** plan to boost the sales
- Your recommendations regarding **long term action** plan to ensure sustainable growth across the next 3 years (1 Slide)

N.B : Eristoff is an iconic brand on the Vodkas market. Historically, the brand was positioned as mainstream but a few years ago, it operated a price uplift and now stands within the mid price tier area of the market.

Eristoff is only one of the two Bacardi Martini France group Vodkas' brands (along with Grey Goose, a super premium brand).



Some DO's and DON'Ts

DO

The title of the slide should tell the story, not describe everything on the slide

Use the right amount of data per slide : every slide should have data ...

Spend more time on finding the right story than on the look & feel of your ppt

Make some effort to show the data visually : create charts, highlight the key data on the slide, use colors ...

DON'T

No slide with only text

But don't show all the data, only what is relevant to the story you're trying to tell

Include products with less than 10 WD in your rankings

Include information or data you're not able to explain properly

Talk about data that is not present on the slide



What you will be graded on

- Oral expression
- Handling questions
- Pedagogy (ability to explain)
- Storytelling
- Respect of the instructions shared
- Quality of the ppt
- Scantrack panel methodology
- Consumer panel methodology
- Scantrack and Consumer analysis tree
- SCQA
- Conclusions and Recommendations



Thank you